

ORDER

Orders
Order / Rev: 1831653
Alt Order #: 09593518
Product Desc: MAINE MOMENTUM
Estimate: 99
Flight Dates: 08/04/19 - 09/29/19
Original Date / Rev: 08/02/19 / 08/02/19
Order Type: RFP

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Ethica Media LLC / POL
Buying Contact:
Billing Contact:
 1225 Franklin Avenue Suite 325
 Garden City, NY 11530

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: ISS/ Maine Momentum
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Priority: P04
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 146505
Agency External ID: 39504AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/29/19	08/25/19	43	\$15,935.00	\$13,544.75
08/26/19	09/29/19	66	\$23,220.00	\$19,737.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2019	43	\$15,935.00	\$13,544.75	0.00
September 2019	66	\$23,220.00	\$19,737.00	0.00
Totals	109	\$39,155.00	\$33,281.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLBZ	08/05/19	08/30/19	Local News @ 5a M-F Morning Report	CM	5a-7a (5:00 AM-6:00 AM)	MTWTF--	:30	1	\$450.00	P02	0.00	NM	2	\$900.00
COMMENTS APPLY TO SUB LINES A THRU B NWSCNTR-RPT1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/05/19		08/05/19	08/11/19	MTWTF--		1				\$450.00		0.00			
Week: 08/12/19		08/12/19	08/18/19	-----		0				\$0.00		0.00			
Week: 08/19/19		08/19/19	08/25/19	-----		0				\$0.00		0.00			
Week: 08/26/19		08/26/19	09/01/19	MTWTF--		1				\$450.00		0.00			
N 2	WLBZ	08/05/19	09/20/19	Local News @ 5a M-F Morning Report	CM	5a-7a (6:00 AM-7:00 AM)	MTWTF--	:30	2	\$650.00	P02	0.00	NM	6	\$3,900.00
COMMENTS APPLY TO SUB LINES A THRU C NWSCNTR-RPT2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/05/19		08/05/19	08/11/19	MTWTF--		2				\$650.00		0.00			
Week: 08/12/19		08/12/19	08/18/19	-----		0				\$0.00		0.00			
Week: 08/19/19		08/19/19	08/25/19	-----		0				\$0.00		0.00			
Week: 08/26/19		08/26/19	09/01/19	MTWTF--		2				\$650.00		0.00			
Week: 09/02/19		09/02/19	09/08/19	-----		0				\$0.00		0.00			
Week: 09/09/19		09/09/19	09/15/19	-----		0				\$0.00		0.00			
Week: 09/16/19		09/16/19	09/22/19	MTWTF--		2				\$650.00		0.00			
N 3	WLBZ	08/12/19	09/27/19		CM	10-11a	MTWTF--	:30	1	\$350.00	P02	0.00	NM	3	\$1,050.00

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WLBZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Today Show 4th Hour															
Today Show 4th Hour															
COMMENTS APPLY TO SUB LINES A THRU C															
TODAY H&J-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/12/19	08/18/19	MTWTF--					1	\$350.00		0.00			
Week:		08/19/19	08/25/19	-----					0	\$0.00		0.00			
Week:		08/26/19	09/01/19	-----					0	\$0.00		0.00			
Week:		09/02/19	09/08/19	MTWTF--					1	\$350.00		0.00			
Week:		09/09/19	09/15/19	-----					0	\$0.00		0.00			
Week:		09/16/19	09/22/19	-----					0	\$0.00		0.00			
Week:		09/23/19	09/29/19	MTWTF--					1	\$350.00		0.00			
N 4	WLBZ	08/12/19	09/27/19	Rachael Ray 11a-12p	CM	M-F 11a-12p	MTWTF--	:30	2	\$175.00	P02	0.00	NM	6	\$1,050.00
M-F 11a-12p															
COMMENTS APPLY TO SUB LINES A THRU C															
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/12/19	08/18/19	MTWTF--					2	\$175.00		0.00			
Week:		08/19/19	08/25/19	-----					0	\$0.00		0.00			
Week:		08/26/19	09/01/19	-----					0	\$0.00		0.00			
Week:		09/02/19	09/08/19	MTWTF--					2	\$175.00		0.00			
Week:		09/09/19	09/15/19	-----					0	\$0.00		0.00			
Week:		09/16/19	09/22/19	-----					0	\$0.00		0.00			
Week:		09/23/19	09/29/19	MTWTF--					2	\$175.00		0.00			
N 5	WLBZ	08/12/19	09/27/19	Millionaire 1230-1p	CM	1230p-1p	MTWTF--	:30	4	\$250.00	P02	0.00	NM	16	\$4,000.00
Millionaire															
COMMENTS APPLY TO SUB LINES A THRU E															
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/12/19	08/18/19	MTWTF--					4	\$250.00		0.00			
Week:		08/19/19	08/25/19	MTWTF--					2	\$250.00		0.00			
Week:		08/26/19	09/01/19	-----					0	\$0.00		0.00			
Week:		09/02/19	09/08/19	MTWTF--					4	\$250.00		0.00			
Week:		09/09/19	09/15/19	MTWTF--					2	\$250.00		0.00			
Week:		09/16/19	09/22/19	-----					0	\$0.00		0.00			
Week:		09/23/19	09/29/19	MTWTF--					4	\$250.00		0.00			
N 6	WLBZ	08/12/19	09/27/19	Days of Our Lives	CM	1p-2p	MTWTF--	:30	2	\$300.00	P02	0.00	NM	6	\$1,800.00
Days of Our Lives															
COMMENTS APPLY TO SUB LINES A THRU C															
DAYS-OUR LIVES<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/12/19	08/18/19	MTWTF--					2	\$300.00		0.00			
Week:		08/19/19	08/25/19	-----					0	\$0.00		0.00			
Week:		08/26/19	09/01/19	-----					0	\$0.00		0.00			
Week:		09/02/19	09/08/19	MTWTF--					2	\$300.00		0.00			
Week:		09/09/19	09/15/19	-----					0	\$0.00		0.00			
Week:		09/16/19	09/22/19	-----					0	\$0.00		0.00			
Week:		09/23/19	09/29/19	MTWTF--					2	\$300.00		0.00			
N 7	WLBZ	08/12/19	09/27/19	Dr. Phil 4-5p	CM	4-5p	MTWTF--	:30	3	\$250.00	P02	0.00	NM	13	\$3,250.00
M-F 4-5p															
COMMENTS APPLY TO SUB LINES A THRU E															
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/12/19	08/18/19	MTWTF--					3	\$250.00		0.00			
Week:		08/19/19	08/25/19	MTWTF--					2	\$250.00		0.00			
Week:		08/26/19	09/01/19	-----					0	\$0.00		0.00			
Week:		09/02/19	09/08/19	MTWTF--					3	\$250.00		0.00			
Week:		09/09/19	09/15/19	MTWTF--					2	\$250.00		0.00			
Week:		09/16/19	09/22/19	-----					0	\$0.00		0.00			
Week:		09/23/19	09/29/19	MTWTF--					3	\$250.00		0.00			
N 8	WLBZ	08/05/19	09/20/19	Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	1	\$450.00	P02	0.00	NM	3	\$1,350.00
Local News @ 5p M-F															
COMMENTS APPLY TO SUB LINES A THRU C															
NWSNTR-5:00<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WLBZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NWCNTR RPT SA1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/05/19	08/11/19	-----S-					1	\$250.00		0.00			
Week:		08/12/19	08/18/19	-----S-					1	\$250.00		0.00			
Week:		08/19/19	08/25/19	-----					0	\$0.00		0.00			
Week:		08/26/19	09/01/19	-----S-					1	\$250.00		0.00			
Week:		09/02/19	09/08/19	-----S-					1	\$250.00		0.00			
Week:		09/09/19	09/15/19	-----					0	\$0.00		0.00			
Week:		09/16/19	09/22/19	-----S-					1	\$250.00		0.00			
Week:		09/23/19	09/29/19	-----S-					1	\$250.00		0.00			
N15	WLBZ	08/10/19	09/21/19	7-730p Sa	CM	7p-730p	-----S-	:30	1	\$585.00	P02	0.00	NM	3	\$1,755.00
Bill Green's Maine															
COMMENTS APPLY TO SUB LINES A THRU C															
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/05/19	08/11/19	-----S-					1	\$585.00		0.00			
Week:		08/12/19	08/18/19	-----					0	\$0.00		0.00			
Week:		08/19/19	08/25/19	-----					0	\$0.00		0.00			
Week:		08/26/19	09/01/19	-----S-					1	\$585.00		0.00			
Week:		09/02/19	09/08/19	-----					0	\$0.00		0.00			
Week:		09/09/19	09/15/19	-----					0	\$0.00		0.00			
Week:		09/16/19	09/22/19	-----S-					1	\$585.00		0.00			
N16	WLBZ	08/17/19	08/17/19	Sat Prime A	CM	8-9pm	-----S-	:30	1	\$250.00	P02	0.00	NM	1	\$250.00
AGT															
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/12/19	08/18/19	-----S-					1	\$250.00		0.00			
N17	WLBZ	08/10/19	09/01/19	LN (Sa-Su)	CM	11p-1130p	-----SS	:30	2	\$350.00	P02	0.00	NM	5	\$1,750.00
Late News (Sa-Su)															
COMMENTS APPLY TO SUB LINES A THRU C															
AVG. ALL WKS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/05/19	08/11/19	-----SS					2	\$350.00		0.00			
Week:		08/12/19	08/18/19	-----					0	\$0.00		0.00			
Week:		08/19/19	08/25/19	-----SS					1	\$350.00		0.00			
Week:		08/26/19	09/01/19	-----SS					2	\$350.00		0.00			
N18	WLBZ	08/04/19	09/29/19	Local News @ 6a Su	CM	6a-8a	-----S	:30	1	\$650.00	P02	0.00	NM	6	\$3,900.00
Sun Morning Report (6:00 AM-7:00 AM)															
COMMENTS APPLY TO SUB LINES A THRU D															
NWCNTR RPT SU1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/29/19	08/04/19	-----S					1	\$650.00		0.00			
Week:		08/05/19	08/11/19	-----					0	\$0.00		0.00			
Week:		08/12/19	08/18/19	-----S					1	\$650.00		0.00			
Week:		08/19/19	08/25/19	-----S					1	\$650.00		0.00			
Week:		08/26/19	09/01/19	-----					0	\$0.00		0.00			
Week:		09/02/19	09/08/19	-----S					1	\$650.00		0.00			
Week:		09/09/19	09/15/19	-----S					1	\$650.00		0.00			
Week:		09/16/19	09/22/19	-----					0	\$0.00		0.00			
Week:		09/23/19	09/29/19	-----S					1	\$650.00		0.00			
N19	WLBZ	08/25/19	09/15/19	Local News @ 6p Su	CM	6-7p	-----S	:30	1	\$1,500.00	P02	0.00	NM	2	\$3,000.00
Local News @ 6p Su															
COMMENTS APPLY TO SUB LINES A THRU B															
NWCNTR-6:00/NBC-NWS SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/19/19	08/25/19	-----S					1	\$1,500.00		0.00			
Week:		08/26/19	09/01/19	-----					0	\$0.00		0.00			
Week:		09/02/19	09/08/19	-----					0	\$0.00		0.00			
Week:		09/09/19	09/15/19	-----S					1	\$1,500.00		0.00			
													Totals	109	\$39,155.00